



Korea Personal Computing (Korean Version)

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC의 *Korea Personal Computing* 서비스는 국내 PC 시장에 대한 최신 이슈 및 트렌드, 주요 제품 및 벤더의 전략과 포지셔닝, 시장점유율 등을 분석하며 향후 5 개 년도 전망을 제공합니다. 또한, 폼 팩터, 기술 동향, 가격 경쟁 구도 등 PC 시장 참여자들에게 필수적인 분석 정보들을 분기별로 제공함으로써 장·단기 경영계획 및 마케팅, 프로모션 전략을 효과적으로 수립할 수 있도록 지원합니다.

Markets and Subjects Analyzed

- Desktop PCs
- Portable PCs
- Market dynamics
- Form factor analysis
- Competitive analysis
- Channel distribution
- Vertical market
- Price competition
- Market forecast

Core Research

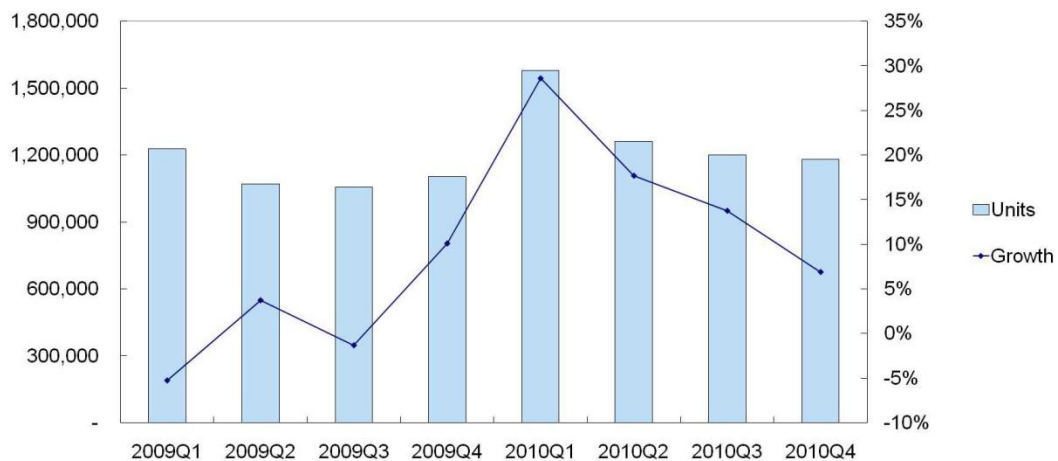
- Korea PC Market Forecast and Analysis, 3Q11
- Korea PC Market Forecast and Analysis, 4Q11
- Korea PC Market Forecast and Analysis, 1Q12
- Korea PC Market Forecast and Analysis, 2Q12
- Studies throughout the year (Topics of these studies have not been finalized but will include the latest key market trends.)

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Korea Personal Computing \(Korean Version\)](#).

Key Questions Answered

1. 국내 PC 시장에 영향을 주는 주요 요인은?
2. 주요 벤더들의 마케팅 전략은?
3. 국내 PC 시장의 변화 방향 및 시장 기회는?
4. 국내 PC 시장의 주요 기술 동향 및 구매결정 변수는 무엇인가?

Korea PC Market Unit Shipments and Year-on-Year Growth



Source: IDC

Competitive Analysis

IDC의 'Korea Personal Computing' 서비스는 국내 PC 시장에 대한 시장점유율과 경쟁사 분석, 벤더전략과 제품 포지셔닝 등에 대한 정보를 제공합니다. 주요 벤더 및 서비스 제공업체는 다음과 같습니다

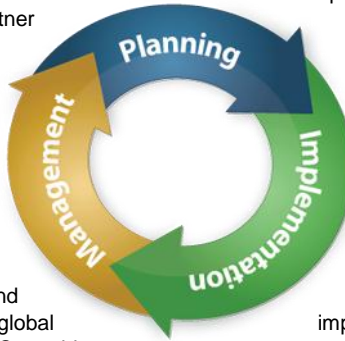
Acer Group, Apple, Asus, Daewoo, Dell, Fujitsu, HP, Jooyontech, Lenovo, LG Electronics, MSI, Samsung, Sony, Toshiba, and Trigem.

Related Offerings

IDC provides you with the necessary intelligence to optimize, guide and support all aspects of the business planning life cycle from strategy and budget planning, through implementation, to ongoing measurement and assessment of results.

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